

## ORDER



**Orders**

Order / Rev:	169864
Alt Order #:	06389687
Product Desc:	OBAMA 4 PRES:SKED B
Estimate:	2189
Flight Dates:	10/24/12 - 11/06/12
Original Date / Rev:	10/22/12 / 10/22/12
Order Type:	GENERAL

Primary AE:	WDJT-TV-LP
Sales Office:	Matthew Norten
Sales Region:	HDC
	NAT

**Agency**

Name:	GMMB Greer Margolis Mitchell
Buying Contact:	
Billing Contact:	
	1010 Wisconsin Ave. NW
	Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

**Advertiser**

Name:	Poli/Obama for President
Demographic:	A35+
Product Codes:	PL Candidate
Priority:	P-2
Revenue Codes:	AGY, POL, CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	7	\$20,350.00	\$17,297.50
10/29/12	11/05/12	9	\$20,500.00	\$17,425.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	7	\$20,350.00	\$17,297.50	0.00
November 2012	9	\$20,500.00	\$17,425.00	0.00
Totals	16	\$40,850.00	\$34,722.50	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WDJT-TV-LP	20%	\$40,850.00
Market	100%	\$204,250.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$2,042.50
WISN	29%	\$59,232.50
WITI	32%	\$65,360.00
WMLW-	1%	\$2,042.50
WPXE	0%	\$0.00
WTMJ	16%	\$32,680.00
WVTV	1%	\$2,042.50
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/24/12	10/24/12	Wed 9p - 10p	CM	Wed 9p - 10p	--1----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
CSI: Crime Scene Investigation															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/22/12	10/28/12	--1----	1	\$10,000.00	0.00										
E 2	WDJT	10/25/12	11/01/12	Th 7p - 8p	CM	Th 7p - 8p	---1---	:30	1	\$10,000.00	P-1	0.00	NM	2	\$20,000.00
Big Bang/Two and Half Men															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										

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Advertiser: Poli/Obama for President  
Product Desc: OBAMA 4 PRES:SKED B  
Estimate: 2189

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/25/12	11/01/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p	---1---	:30	1	\$10,000.00	P-1	0.00	NM	2	\$20,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12    10/28/12    ---1---    1 \$10,000.00    0.00															
Week: 10/29/12    11/04/12    ---1---    1 \$10,000.00    0.00															
E 3	WDJT	10/24/12	10/26/12	Late Late 1135p-1235a Late Late 1135p-1235a	CM	1135p-1235a	--WTF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12    10/28/12    --WTF--    4 \$75.00    0.00															
E 4	WDJT	10/28/12	11/04/12	1105p-1205a Castle	CM	1105p-1205a	-----1	:30	1	\$50.00	LUR	0.00	NM	2	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12    10/28/12    -----1    1 \$50.00    0.00															
Week: 10/29/12    11/04/12    -----1    1 \$50.00    0.00															
E 5	WDJT	10/30/12	10/30/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -1-----    1 \$10,000.00    0.00															
6	WDJT	10/30/12	11/02/12	Late Late 1135p-1235a Late Late 1135p-1235a	CM	1135p-1235a	-TwTF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -TwTF--    4 \$75.00    0.00															
7	WDJT	10/29/12	11/05/12	Late Late 1135p-1235a Late Late 1135p-1235a	CM	1135p-1235a	1-----	:30	1	\$75.00	P-2	0.00	NM	2	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    1-----    1 \$75.00    0.00															
Week: 11/05/12    11/11/12    1-----    1 \$75.00    0.00															

Totals 16 \$40,850.00